



California Project LEAN (Leaders Encouraging Activity and Nutrition)

California Project LEAN began in 1987 as a pilot project in the Bay Area with a grant from the Henry J. Kaiser Family Foundation. In 1991, the California Department of Health Services assumed leadership of California Project LEAN and expanded its reach by funding regional programs across the state. California Project LEAN is administered by the California Department of Health Services and the Public Health Institute with funds from the Centers for Disease Control and Prevention, The California Endowment, the California Department of Education, and the California Nutrition Network.

California Project LEAN funds ten regional offices, which house staff with a wide range of expertise in coalition building, research, policy implementation, grassroots organizing, and program implementation. The regions have a long history of working with underserved, multiethnic populations to promote healthy eating and physical activity through social marketing, health education, media advocacy, and policy change campaigns.

The goals of California Project LEAN are to:

- Serve as leaders coordinating state and local efforts promoting nutrition and physical activity.
- Create healthier communities through policy and environmental changes that support healthy eating and physical activity.
- Conduct research-based, consumer-driven nutrition and physical activity campaigns.
- Educate Californians to choose healthier foods and be more physically active.

California Project LEAN is a program of the California Department of Health Services and the non-profit Public Health Institute (PHI). California Project LEAN's mission is to increase healthy eating and physical activity to reduce the prevalence of chronic diseases such as heart disease, cancer, stroke, osteoporosis, and diabetes.

California Project LEAN's current programs include Food on the Run, School Board Nutrition Policy Project, California Bone Health Campaign for Low-Income Latino Mothers, and the Community-Based Social Marketing (CBSM) projects.

Food on the Run: California Project LEAN's *Food on the Run* program is dedicated to increasing healthy eating and physical activity among underserved adolescents. The program focuses on strengthening individual skills and knowledge while also working to influence the high school community and its school-based policies and environment to increase access to healthy foods and physical activity options. **Food on the Run** works with teens and parents to encourage healthy eating and physical activity, and to engage them in developing supportive policy solutions using *Playing the Policy Game*, *Jump Start Teens*, and other resources.

California Bone Health Campaign for Low-Income Latino Mothers: Latino women suffer from osteoporosis in significant numbers (16 percent). In an effort to improve the bone health of Latinas and their school-age children, the **California Bone Health Campaign**, *Huesos Fuertes, Familia Saludable (Strong Bones, Healthy Family)*, promotes the consumption of one extra serving of 1% (low-fat) milk for low-income, Spanish-language dominant Latino mothers and their children. The campaign is comprised of two components. The marketing component utilizes paid Spanish-language radio and TV commercials, taste-tests of 1% milk at grocery stores, and marketing/PR at special community events. The training component trains lay community health workers (promotoras) to lead osteoporosis prevention education sessions for members of the target audience.

The School Board Nutrition Policy Project: California Project LEAN conducted formative research to develop a social marketing plan to motivate policy makers to examine and enact local school district policies that support healthy eating. Formative research gathered included: (1) a literature review to understand the importance of policy and its role in schools, (2) a report on coverage in the state's major newspapers to evaluate how the media covers adolescent nutrition policies, (3) interviews with school board members, superintendents and principals to understand barriers, perceptions, attitudes, and motivations to address healthy eating issues in schools, and (4) a statewide school board and superintendent survey. Project goals include educating school board members in districts serving low-income students about the importance of nutrition policies, and to increase the number of school district policies that support healthy eating. The *Healthy Food Policy Resource Guide* was developed for school board members and widely disseminated in 2003 and 2004. Another workbook, *Reaching School Board Members: A Guide for Creating a Clear, Concise, and Compelling Nutrition Policy Campaign*, was produced in 2004.

The project is a joint effort of ten California communities, the University of South Florida Prevention Research Center and the California School Board Association (CSBA). Key partners include the California Parent Teacher Association, and the California Department of Education.

CALIFORNIA DEPARTMENT OF HEALTH SERVICES
P.O. Box 997413, MS-7211, Sacramento, CA 95899-7413
916.552-9907, Fax Number: 916.552-9909

www.californiaprojectlean.org Teen website: www.CaProjectLEAN.org